

FRANCISCO CRESPO

SEO Specialist | Technical SEO & Python Automation | Local SEO

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PROFESSIONAL SUMMARY

Results-driven SEO Specialist with 3+ years building and scaling web properties using data-driven technical SEO, Python automation, and Local SEO strategies. Proven track record managing sites from zero to 40,000+ monthly impressions, with first-page Google rankings achieved through custom-built Python scripts for audits, CTR optimization, and interlinking analysis. Combines developer-level technical depth with real-world SEO execution. Authorized to work in the U.S. without sponsorship.

WORK EXPERIENCE

SEO Strategist & Python Automation Developer

orthopedicdogbedspro.com (Niche Affiliate Site — Built & Managed Independently) | *May 2024 – Present*

- **40,100+ monthly impressions and page-1 average position (pos. 8)** Grew site from launch to
 - Impressions up 71% and clicks up 52% in the last 90 days
 - Top pages rank on first page for competitive product-review keywords
- +300% click growth on PetFusion review and +185% on foam types article via title and meta optimization
- Identified CTR gap (0.3% avg vs. 1.3% on optimized pages) using custom Python CTR Lab script; implemented improvements that drove measurable uplift across target pages
- Maintained clean crawl health: 18 indexed pages with 0 critical errors using automated Python technical audit
- Built intent-driven content architecture mapping informational vs. commercial pages to SERP behavior

SEO Strategist & Automation Tools Developer

imfrancisco.com (Freelance Consulting — Palm Beach County) | *January 2022 – Present*

- Developed 3 open-source Python SEO tools published on GitHub and documented at imfrancisco.com:
 - Interlinking Audit Script — Jaccard similarity + Hub scoring to detect orphan pages and link equity bottlenecks
 - GSC CTR Optimization Script — automated identification of high-impression/low-CTR pages with rewrite suggestions
 - Technical SEO Audit Script — HTTP status, meta tags, H-tag structure scanning at scale
- Local SEO consulting: optimized Google Business Profiles (GBP) for Palm Beach County businesses — primary categories, NAP consistency, semantic review strategy, and behavioral signal enhancement
- Produced ranking content using search intent frameworks (informational vs. commercial) with SERP competitor analysis

TECHNICAL SKILLS

SEO	Technical SEO, On-Page SEO, Content Strategy, Interlinking Architecture, Core Web Vitals, Schema Markup, Crawl Optimization, Search Intent Analysis
Local SEO	Google Business Profile (GBP), NAP Consistency, Semantic Review Strategy, Citation Building, Behavioral Signal Optimization
Python	Pandas, BeautifulSoup, Requests, Scrapy, Selenium — applied to audits, CTR analysis, and automation pipelines
Analytics	Google Search Console (GSC), Google Analytics 4 (GA4), pre/post-click performance analysis

SEO Tools

Semrush, Ahrefs, Screaming Frog, Moz, Internal Linking Audit Tools

Platforms

WordPress (REST API), Elementor, Google Business Profile Manager

PROJECTS & PORTFOLIO

- imfrancisco.com — SEO knowledge base and live case study site; articles rank for technical SEO queries
- orthopedicdogbedspro.com — affiliate site managed end-to-end: strategy, content, technical SEO, and performance tracking
- GitHub Python SEO Tools — 3 open-source scripts for technical audits, CTR optimization, and interlinking analysis

CERTIFICATIONS & TRAINING

- Google Search Console & GA4 — advanced self-directed training with documented live implementation
- Python for SEO Automation — self-taught; all scripts publicly available and documented